

OCT8/12 11.46  
\*\*\* WPXT-TV \*\*\*

SAT. RESMAN #

SALES PRSN WA-  
CHERYL BLAIR

## REGISTRATION

## REGISTRATION

DATE OCT8/12 11.46

**FRIENDS OF MATT SMITH**

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$575.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
2			700A-800A	30		\$475.00	10/8	10/12	5		M-F	5
PROGRAM : TODAY												
3			800A-900A	30		\$425.00	10/8	10/12	5		M-F	5
PROGRAM : TODAY												
4			1200N-123P	30		\$275.00	10/8	10/12	5		M-F	5
PROGRAM : NOON NEWS												
5			500P-530P	30		\$575.00	10/8	10/12	4		M-F	4
PROGRAM : NEWS												

REP HEADLINE# 6366176  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 215-564-1206 FAX# 215 564 1103  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

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 \*\*\* WPXI-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
6			530P-600P	30		\$600.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
7			600P-630P	30		\$775.00	10/8	10/12	5		M-F	5
PROGRAM : NEWS												
8			600A-800A	30		\$250.00	10/13	10/13	1		SAT	1
PROGRAM : NEWS												
9			800A-1030A	30		\$275.00	10/13	10/13	1		SAT	1
PROGRAM : NEWS												
10			530A-800A	30		\$250.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS												
11			800A-1000A	30		\$275.00	10/14	10/14	1		SUN	1
PROGRAM : NEWS												
12			600P-630P	30		\$500.00	10/13	10/13	1		SAT	1
PROGRAM : NEWS - <i>MT due to College Football</i>												
13			700P-730P	30		\$1,250.00	10/8	10/12	2		M-F	2
PROGRAM : JEOPARDY												

OCT/12 21975.00 CONTRACT TOTAL 21975.00  
 TOTAL SPOTS 41

MARKET TOTALS \$62,785 WPXI 35% KDKA 30% WTAE 30% WPGH 5% CABL 0% WPCW 0% WPMT 0%  
 SVC- NSI  
 DEMOS- RA35+\*